



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

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Second District

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Third District

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Fourth District

MICHAEL D. ANTONOVICH
Fifth District

February 9, 2010

To: All Department Heads

From: William T Fujioka
Chief Executive Officer

A handwritten signature in black ink, appearing to read "W. T. Fujioka", is written over the printed name and title.

CENSUS OUTREACH ASSISTANCE

The U.S. Census is fast approaching and it is critically important to the County of Los Angeles (County) that the Census count be as complete and comprehensive as possible. The County's fair share of Federal revenue for some of our most high priority public services is at stake. A more equitable share of Federal revenue can also mitigate severe curtailments the County would otherwise need to impose.

The Board of Supervisors (Board) has reinforced the importance of the County's Census outreach effort in successive Board directives beginning in May 2009. All County departments have been directed to assist the Chief Executive Office (Office) in this effort, which is being carried out under the auspices of the County's Census Complete Count Committee and in concert with the County's Census message: **You Count!** We thank you for your efforts to date.

This memorandum is to advise you that the most critical period in this effort is upon us and we expect that you will continue to provide assistance and support as requested by this Office in such efforts as:

- **County Census Ambassador Program:** This involves primarily those County departments whose employees regularly interact with hard-to-count populations, and who can help promote the importance, ease, and safety of the Census to their clients;
- **Cesar Chavez Community Service Week:** All departments should encourage their employees to volunteer one day during the week of March 29 – April 2 to assist community organizations with Census outreach; and
- **Departmental Promotional Plans:** Each department was requested to prepare a plan for how they will promote the Census in their daily activities, at meetings and events, and in all their professional interactions.

"To Enrich Lives Through Effective And Caring Service"

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You and County staff will be receiving more specific information on these and other related Census outreach efforts soon. Remember, Census Day is April 1, 2010; we are counting on everyone to make this the most complete Census in the history of Los Angeles County!

WTF:ES
MKZ:pg

c: Each Supervisor

2010-02 – 02-09-10 Census Outreach Assistance